

ADVISORY COUNCIL

EXTRAORDINARY SESSION

5 May 2022, 12:00 p.m. – 2:00 p.m.

ITEM 1. ICOM Define Report on Consultation 4

Introduction:

This report brings together some of the results and the state of the art of the methodology put forward by the Standing Committee for the Museum Definition – ICOM Define, from December 2020 to April 2022, focusing on results from Consultation 4 and the two proposals of museum definitions to be presented for a vote at the Extraordinary Meeting of the Advisory Council on May 5. Consultation 4 was the last round of consultation with ICOM committees in the methodology proposed and implemented by ICOM Define. This round of consultation was the opportunity for committees to express their preferences on the five proposals drafted by ICOM Define by ranking the definitions and commenting on their preferred proposal. The museum definition proposals in this consultation were a reflection of the key words/concepts that committees presented and evaluated in the previous stages.

The five proposals:

After receiving the report of Consultation 3, ICOM Define broke into five groups of 4 members that represented different backgrounds, regional origins, and professional experience. The proposals were drafted by the groups based on the data received. They were then refined by all ICOM Define members taking into account the data, legal aspects, cultural specificities, and translation issues regarding certain terms and syntax. All proposals prioritize the top terms selected by committees in Consultation 3, which explains why there are similarities reflecting the shared notions that unify the ICOM community. The primary language in which the proposals were drafted was English, and translations were worked on by subgroups in French and Spanish. The PDF form sent out to committees included the proposals in all three languages, with details on how to present their preferences via the online form.

Data Analysis Methodology for Consultation 4

In the online survey sent out on February 21, committees were asked to rank the five proposals. After ranking the proposals, committees had the possibility of commenting on their top choice. This could be a modification to the preferred proposal but should only be words/phrases from another proposal, as those were the terms already selected and evaluated in Consultation 3. No new terms were allowed to be proposed at this point. Committees also had the opportunity, through a text box, to justify why they ranked their fifth choice in last place. This box was conceived to allow ICOM Define members to be aware of any major problems or impediments in the proposals.

Recurring comments were to be considered by ICOM Define and if aligned with the data received in previous consultations, they could influence the final proposals to be taken to the Advisory Council. The analysis of results took into consideration the quantitative and qualitative information received from the Consultation 4 survey by 85 committees that responded through April 11.

Some other responses arrived late and were, therefore, not considered in the quantitative analysis. We did, however, read the comments in case there was important information, but no substantial remarks were made in these late submissions.

On April 12, a new subcommittee within ICOM Define was formed to work intensively on processing the results and elaborating the final proposals to be presented to ICOM Define for their comments and approval on April 19.

A) QUANTITATIVE Analysis

Two primary methods of quantitative analysis were adopted at this stage:

- Overall value (weighted ranking): Assign an overall value to each of the proposals by taking the average ranking. The one with the lowest value received the greatest number of high rankings.
- Votes value: Make graphs that visualize the number of times each proposal was ranked toward the top (2 graphs: individual graph for rank 1, individual graph for ranks 1 and 2). The votes value analysis will only help determine with which proposals ICOM Define proceeds to work in the case of a relative tie between three proposals. We have included these graphics, though there were two clear preferred proposals, for their information value.

Step 1: Analysis of the **weighted ranking**: work with the top 2 proposals in case there are no ties

Step 2: Analysis of the Votes values (principally **ranking of number 1s**) in case of a tie or near tie. In case the tie or near tie persists, the committee would work with top **three proposals**.

B) QUALITATIVE Analysis and Final Proposals

Step 1: Selection of all the comments regarding the top proposals, as well as comments that applied generally to any of the proposals, and organization of three lists: one with comments from committees who put these proposals last in the ranking (List 1), another with the comments from committees who put them on top (List 2), and a third list is to be organized with comments regarding translation issues (List 3).

The co-chairs were in charge of presenting the three lists for each of the proposals that would inform the subcommittee responsible for drafting final proposals in their first meeting. **Two meetings were organized to work on the proposals (on April 15 and 18).**

Step 2: Analysis of comments on Lists 1 and 2 by subcommittee. In their first meeting the subcommittee determined how to integrate the qualitative data into their work. Comments on list 1 would inform on major impediments, legal issues, and particular problems with the uses of certain terms. Those could all be considered for amendment in the proposals. Comments on List 2 should inform on possible changes in the case of issues that are **recurrent** among committees who have ranked these top proposals. Issues in this list might be the elimination of a certain term or a replacement for a term present in one of the other proposals. Recurring comments were considered over 5 as optional, and over 8 as highly important to be assimilated into proposals, within good reason.

In the second meeting, the subcommittee decided upon the final amendments, ensuring proper reasoning for each change. This subcommittee worked with the proposals in English but considered issues of translation whenever changes were suggested.

Step 3: Presentation of final proposals to ICOM Define. The amended proposals worked on by the subcommittee along with reasoning for the changes, were presented in English to ICOM Define for discussion. Amendments approved at a meeting on **April 19**.

Step 4: Once ICOM Define approved the final proposals in English to be presented at the Advisory Council meeting, the two proposals were reviewed by a professional proofreader in English with the assistance of ICOM Define members.

Step 5: The subcommittees on language (Spanish and French) worked with a revision of translations based on the data received on translation (**List 3**). The revisions were discussed in one meeting with all members of translation groups, during which time the comments received were considered. The two proposals were then reviewed by a professional proofreader in French and Spanish with the assistance of ICOM Define members.

Step 6: Completed report with the final proposals to be ready on **April 25**.

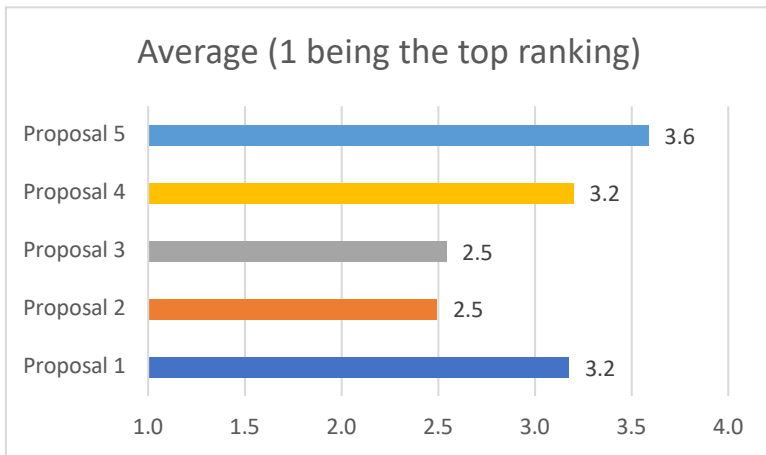
Results and work on top proposals

ICOM Define worked with the top two ranked proposals, considering there were no ties between numbers two and three in the ranking. Both proposals n. 2 and n. 3 received an average rate of 2,5, being the clear top proposals (see table 1 and graphics 1, 2 and 3). The two proposals were then revised taking into consideration the qualitative analysis within Consultation 4 and the amendments to the proposals are explained below.

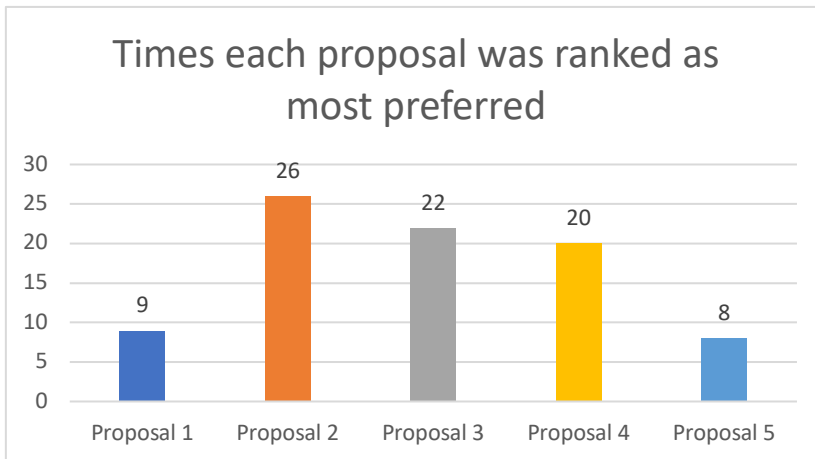
Table 1

	Proposal 1	Proposal 2	Proposal 3	Proposal 4	Proposal 5
Times ranked with 1	9	26	22	20	8
Times ranked with 2	19	16	25	9	16
Times ranked with 3	20	23	14	16	12
Times ranked with 4	22	15	18	14	16
Times ranked with 5	15	5	6	26	33

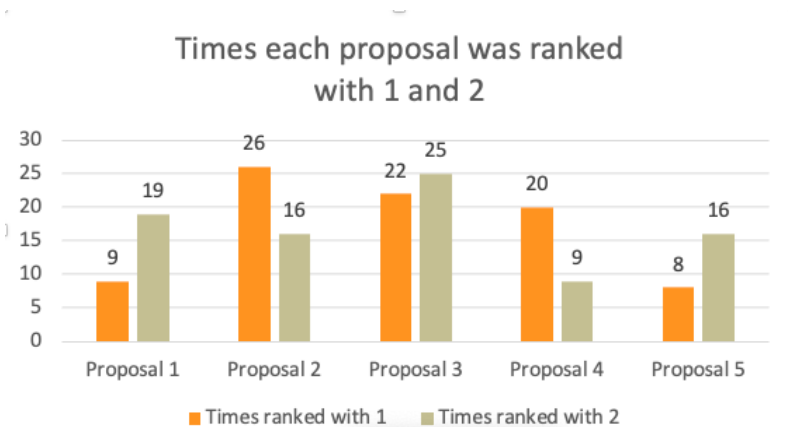
Graphic 1



Graphic 2



Graphic 3



Amendments on top two proposals:

Based on the qualitative analysis of the comments, the top two proposals were amended and revised. These were then presented to the entire ICOM Define committee, for discussion and approval. Translation issues and legal aspects were also considered before they were professionally proof-read to be reported to the ICOM Advisory Council as follows:

Proposal A (previously n. 2):

A museum is a permanent, not-for-profit institution, accessible to the public and of service to society. It researches, collects, conserves, interprets and exhibits tangible and intangible cultural and natural heritage in a professional, ethical and sustainable manner for education, reflection and enjoyment. It operates and communicates in inclusive, diverse and participatory ways with communities and the public.

Le musée est une institution permanente, à but non lucratif, au service de la société et accessible au public. Il mène des recherches, il collecte, conserve, interprète et expose le patrimoine matériel et immatériel, culturel et naturel. Le musée opère d'une manière professionnelle, éthique et durable, à des fins d'éducation, de réflexion et de plaisir. Il agit et communique de façon inclusive, diversifiée et participative avec les publics et différentes communautés.

Un museo es una institución permanente, sin ánimo de lucro, accesible al público y al servicio de la sociedad. Un museo investiga, colecciona, conserva, interpreta y exhibe el patrimonio material e inmaterial, cultural y natural, de manera profesional, ética y sostenible, con fines de educación, reflexión y disfrute. Los museos operan y se comunican de forma inclusiva, diversa y participativa con las comunidades y los públicos.

Proposal B (previously n. 3):

A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.

Un musée est une institution permanente, à but non lucratif et au service de la société, qui se consacre à la recherche, la collecte, la conservation, l'interprétation et l'exposition du patrimoine matériel et immatériel. Ouvert au public, accessible et inclusif, il encourage la diversité et la durabilité. Les musées opèrent et communiquent de manière éthique et professionnelle, avec la participation de diverses communautés. Ils offrent à leurs publics des expériences variées d'éducation, de divertissement, de réflexion et de partage de connaissances.

Un museo es una institución sin ánimo de lucro, permanente y al servicio de la sociedad, que investiga, colecciona, conserva, interpreta y exhibe el patrimonio material e inmaterial. Abiertos al público, accesibles e inclusivos, los museos fomentan la diversidad y la sostenibilidad. Con la participación de las comunidades, los museos operan y comunican ética y profesionalmente, ofreciendo experiencias variadas para la educación, el disfrute, la reflexión y el intercambio de conocimientos.

Reasoning for the proposed changes (PROPOSAL A):

- 1)** The term “**research**” was adopted as a function and not a purpose as suggested in 4 comments and according to its original dimension in Consultation 3.
- 2)** In the last sentence the verb “**operates**” was added. This was a specific suggestion in 2 comments that specifically requested the use of the verb. Furthermore, there were at least 8 comments throughout the data that indicated a strong need to amplify the role of communities in the definition.
- 3)** For grammatical reasons, the word “**diversified**” was replaced by “**diverse**”.

Reasoning for the proposed changes (PROPOSAL B):

- 1.** The term “**interpret**” was included considering it received a positive evaluation in the comments requesting its inclusion (9 comments) and no comments against it.
- 2.** Revisions were considered for the **second and third sentences**, without losing meaning, that aimed to improve the flow of the English version, as well as to avoid translation issues that were raised in **4 comments**. The plural was preferred, considering some of the comments, to avoid the imperative “the museum”.
- 3.** The term “**reflection**” was added as a purpose, according to **11 comments** for the inclusion of either “critical thinking” or “reflection”. The term reflection was preferred based on the data from previous consultations that yielded a low evaluation for the term critical.
- 4.** The phrase “**expansion of knowledge**” was replaced by “**knowledge sharing**” for a better expression in English, as well as in French and Spanish.

Response rates

Consultation 4 yielded 85 responses for a total of 48% response rate. If we take into account ICOM Committees only, the response rate is 54% of committees.

	IC	AO	RA	NCs
Responses	16	2	4	63
Totals within ICOM	32	21	7	118
Response Rate	50%	10%	57%	53%

Below is a breakdown of the response rate per region.

Region	Africa	Europe	LAC	North America	ASPAC	Arab
Responses	5	28	16	2	10	4
Total committees in region	20	46	19	2	22	9
Response Rate	25%	61%	84%	100%	45%	44%

Final steps:

Final two proposals will be presented at the Extraordinary Session of the Advisory Council on May 5, during which, the Chair of the Advisory Council will moderate a discussion with representatives. After this session, committees will be asked to vote on a final proposal that will be submitted to the Executive Board. The final step of the process will take place at the Extraordinary General Assembly in Prague, during which there will be a vote for or against the adoption of a new museum definition.